To: Pisciteli, J
From: Kuruc, Nick
Posted: 9/4/97 9:49
Opened: 9/4/97 9:49
Subject: Amerada Hess Corporation

Jim:

Charlie Iszard has requested a meeting in Winston-Salem for the week of September 29 (Monday, September 29 would be best) to discuss a "Cigarette Strategy" for 1998 and beyond for Hess. He would like to include three new (yet to be named) Hess Division Managers.

For RJR he would like Steve Zitta, and any other (RJR) people that could assist him in formulating a plan that would include signage, and price communication strategies. Charlie has to submit his plan to Hess Executive Management late in the week of the 29th.

Please let me know if this meeting can take place as requested.

Additionally, due to PM compliance issues, Charlie has asked Linda to hold off on placement of the SIGNATURE MFD in Pick Kwik. He has negotiated 16 pack facings for SIGNATURE on the PM Pack Topper to be shared with Basic for 30 days. He is relatively sure that he can get PM to agree to placement of a 16 facing permanent backbar SIGNATURE Display (stand alone).

If you have any questions, please call me.

CC: Forrey, Linda, 1200 - New York Region (SCULLYA)

51850 5964

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